BRAND & GRAPHIC STANDARDS GUIDE
Defining the Chapelle Brand

Archbishop Chapelle High School was founded in 1962 by the Archdiocese of New Orleans as the first all-girls Catholic high school on the east bank of Jefferson Parish. Chapelle was named in honor of Archbishop Placide Louis Chapelle, the sixth archbishop of New Orleans, and the first to serve in the Twentieth Century. As a young man, Placide Chapelle immigrated to America to enter the seminary in Baltimore. As a priest, his intelligence and facility in languages and his friendships with three U.S. presidents and numerous diplomats led to his appointment as Apostolic Delegate to Cuba, Puerto Rico, and the Philippine Islands. Following an appointment as Archbishop of Santa Fe, New Mexico, he was named Archbishop of New Orleans. On hearing of an outbreak of yellow fever in New Orleans, the Archbishop quickly returned from a trip to Lafayette to aid his people, but he soon fell ill and succumbed to the dreaded disease.

Inspired by her namesake, Chapelle continues to pursue excellence in education and service to those in need. The charism of Chapelle might be said to lie in unconditional belief in her motto, taken from the Episcopal Crest of Archbishop Chapelle, Deus Providebit, “God Will Provide.” Reliance on the timely and supportive intercession of our Blessed Mother inspired the founders of Chapelle to choose Our Lady of Prompt Succor as patroness of the young school.

In 1962 on a plot of land adjacent to the water tower on the newly created Veterans Memorial Boulevard, five sisters from the Congregation of the Sisters of Charity of the Incarnate Word and four lay teachers welcomed 236 freshman students to Archbishop Chapelle High School. In 1966, when those first freshmen graduated, Chapelle had grown to include a student body numbering 1057 taught by fifty faculty members. In 1964, the Student Council initiated a contest among the students to help choose a mascot for the young school. Suggestions included Raiderettes, Fleur de lis, Shamrocks and Chapelle’s Belles, but Chipmunks was far and away the most popular choice. Former Chapelle President, Beth Johnson, characterized Chipmunks as “alert, inquisitive, sociable, and communicative.” As the first graduation approached, the fledgling school needed an alma mater. Legend has it that Sr. Maria Goretti, the choral instructor, composed the music while singing in the shower. She then collaborated with a charter class member to write the lyrics, and the Chapelle Alma Mater was born.
Archbishop Chapelle High School is accredited by the Louisiana State Board of Elementary and Secondary Education and by the Southern Association of High Schools and Colleges. A commitment to excellence in education has garnered Chapelle numerous awards throughout her fifty-eight year history. Archbishop Chapelle High School is one of the few high schools in the nation to be named a Blue Ribbon School of Excellence by the United States Department of Education three times. Today’s Catholic Teacher Magazine named Chapelle as one of the 25 Most Innovative Catholic Schools in the Country.

The mission of Archbishop Chapelle High School is, “the establishment of a Catholic educational community of excellence in which the spiritual, academic, and social development of our students is accomplished, trusting that Deus Providebit...God will provide.”

Upholding its mission statement, Chapelle is recognized as a leader in providing young women with quality, Catholic, faith-based education. Deus Providebit has truly become a way of life at Chapelle; for every Chapelle family member will affirm with conviction, “God will provide.”
Introduction

For Archbishop Chapelle High School, our brand goes beyond a logo or image. It is wrapped up in the consistent answer our parents and faculty give when we talk about what makes Archbishop Chapelle so special. These identity guidelines have been established as a foundation for building brand recognition for Archbishop Chapelle High School. Extensive research and planning have gone into shaping the voice and visuals that form the brand personality of ACHS. As a primary reference tool, this guide will help individuals work together to deliver cohesive, consistently designed messages about the school. These guidelines will help ensure communications are effective, attractive and fully represent the brand of the organization.

Obtaining Copies of the Logo & Fonts

Computer files (JPG, PNG and GIF) and font files are located on the school’s network for community use. Copy-machine copies of the logo must not be used in place of the camera-ready artwork, nor should re-creations, such as facsimiles or those that are computer-drawn. Do not stretch, distort or separate the logo.

Please contact the Shelly Melton, Director of Marketing & Communications at (504) 467-3105 or smelton@archbishopchapelle.org should you need further instruction regarding the use of these specific identity guidelines or assistance developing your Chapelle communication materials.
2020 Logo Usage

The Archbishop Chapelle High School Crest logo is the cornerstone of our visual identity. It is a meaningful mark, symbolizing the brand wherever it appears. Always use the approved logo for placement in your document. Under no circumstances should this logo be recreated, stretched, separated or altered in any way including using the unapproved colors and fonts. The correct relationship is shown throughout this guide.

Archbishop Chapelle High School Crest (Formal)

Archbishop Chapelle High School Script Logo (Informal)
### Approved Colors

As the primary school colors, specific (PMS) colors should be used for all printed material and matched as close as possible when using alternative reproduction methods.

<table>
<thead>
<tr>
<th>PMS 342</th>
<th>Process</th>
<th>Web</th>
<th>White</th>
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<tbody>
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<td></td>
<td>y: 44</td>
<td>g: 77</td>
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<td></td>
<td>m: 95</td>
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<td></td>
<td>k: 46</td>
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</tbody>
</table>

### Accent Colors

Examples of some of the suggested accent colors, which can be used at for use in conjunction with the Archbishop Chapelle High School include those shown below.

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<thead>
<tr>
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<tbody>
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<tr>
<td>k: 26</td>
<td>k: 0</td>
<td>k: 26</td>
<td>k: 0</td>
</tr>
</tbody>
</table>

Minor Accent
Chipmunk Usage

The Archbishop Chapelle High School mascot is the Chipmunk! Chippy is spunky and represents our spirited student body!

Logo Misuse

To ensure a strong and cohesive impression across all communications, every logo reproduction must be applied clearly and consistently. The following examples are areas to avoid:

- Old logos are not to be used.
- Do not use the script “C” Chapelle logo
- Do not stretch logo
- Do not separate crest from text
Typography

Font choice can strongly influence the personality of a brand, and because of this, careful attention has been paid to the versatility of Archbishop Chapelle High School primary and secondary fonts.

**FONTS:**

**Aleo Light**

ABCDEFGHIJKLMNOPQUSTUVWXYZ0123456789?!

**Aleo Regular** *(Use when typing out school name when not using logo at top of flyer)*

ABCDEFGHIJKLMNOPQUSTUVWXYZ0123456789?!

**Aleo Bold**

ABCDEFGHIJKLMNOPQUSTUVWXYZ0123456789?!

**Soin Sans** *(you may substitute Segan)*

ABCDEFGHIJKLMNOPQUSTUVWXYZ0123456789?!

**ALLEGREYA BOLD**

ABCDEFGHIJKLMNOPQUSTUVWXYZ0123456789?!

**Playlist Script**

ABCDEFGHIJKLMNOPQUSTUVWXYZ0123456789?!

Stationary

All stationary items (letterhead and envelopes) come from Marketing & Communications Department. Please contact Shelly Melton if you need an email version of Chapelle letterhead or formal printed letterhead and envelopes. Printed return labels on white envelopes are prohibited and cheapen the Chapelle brand.